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D15-4
THE WASHINGTON MARINA COMPANY
1300 MAINE AVE., S. W.
WASHINGTON 24, D. C.
RETURN TO
DESIGN DIV.

# Johnson ... 1956

RETURN TO
DESIGN DIV.



THE NEW BRONZED SEA-HORSES

*America's most beautiful outboard motors*



*Brooks Stevens, internationally-famous industrial designer, styled the new Johnson Sea-horses for 1956.*

# 9-new sea-horses

NO OTHER OUTBOARD MOTOR
IS BUILT LIKE A
JOHNSON SEA-HORSE.
NONE! THE MANUFACTURER
WHO HAS BUILT MORE MOTORS
THAN ANYONE ELSE
HAS MORE EXPERIENCE
IN BUILDING THEM BETTER.
THAT'S

**Johnson**




## FROM 3 TO 30 HORSEPOWER IN BRILLIANT HOLIDAY BRONZE

**COMPLETE POWER RANGE,** with nine newly-styled models, will include the Sea-horse 3, the 5½, a 7½, the 10, a 15 with choice of manual or electric starting, a powerful new 30 with choice of manual or electric starting, and a dramatic new 30 horsepower custom motor, the Johnson Javelin.

**RADIANT HOLIDAY BRONZE** is the exciting new color style for all 1956 Johnson Sea-horses. Classic in color design, the new Sea-horses gleam like polished jewels. In pleasing color harmony... or in the more modern concept of color contrast, Holiday Bronze now does for the *appearance* of your boat what Johnson quality has always done for its performance.

**MAGNIFICENT** is the new Johnson Javelin, with its sleek wrap-around cowl of shining stainless steel, its concealed controls, its advanced automotive styling and its amazingly responsive 30 horsepower performance. This is the finest outboard ever made.

**TRUE QUIET AND HISTORIC DEPENDability** are still the time-honored features of all Johnson Sea-horses. All nine motors for 1956 incorporate every tested and proven development of the past... all have the hall-mark of Johnson quality. No outboard motor can do more for your hours of pleasure on the water.

## FOR 1956... *America's most beautiful outboard motors*



Johnson

# javelin 30 ELECTRIC STARTING

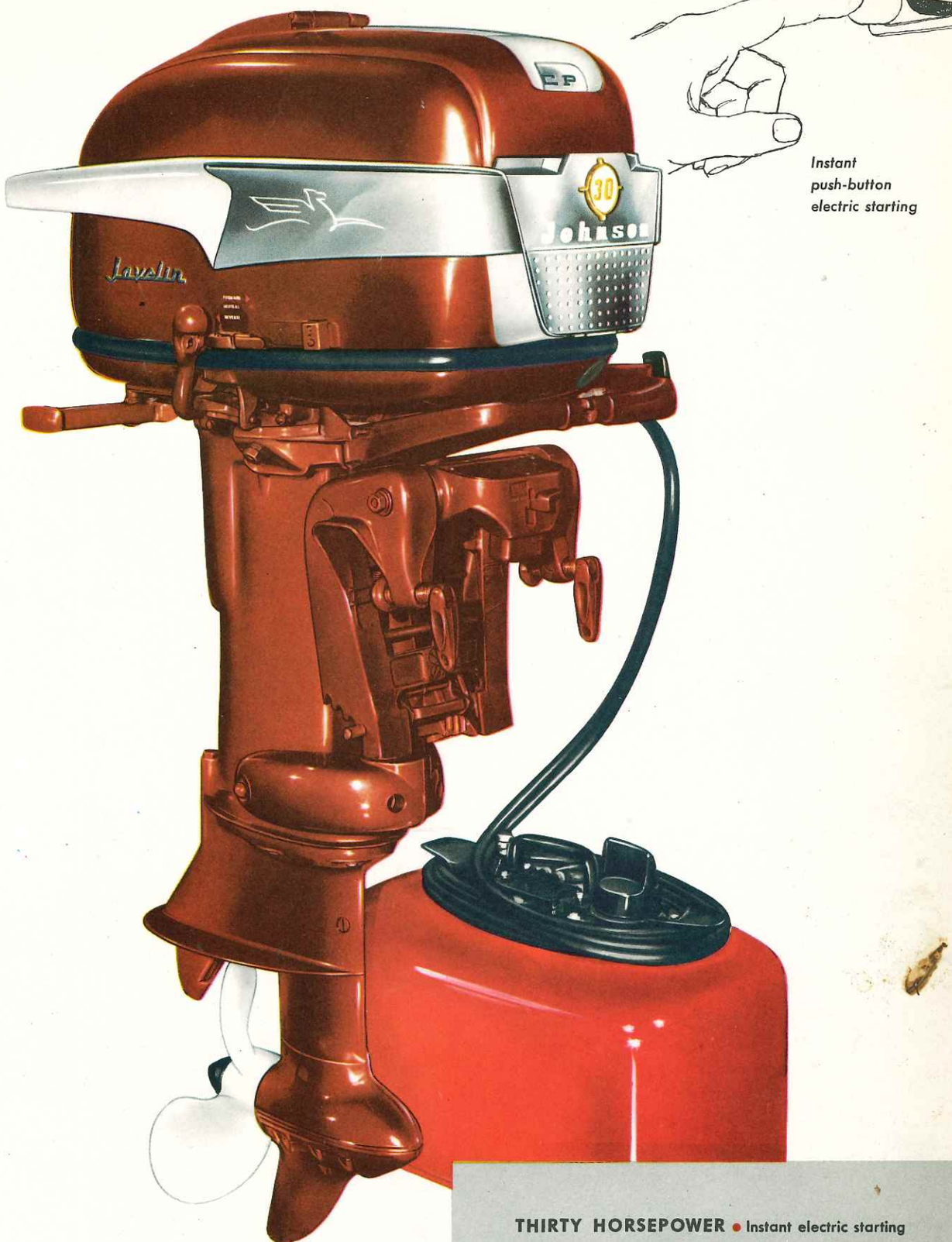
A CUSTOM MOTOR FOR THOSE WHO DEMAND THE FINEST



Magnificent modern styling in brilliant Holiday Bronze, Spray White and gleaming stainless steel, instant electric starting, concealed controls and flashing 30 horsepower performance are all combined in the finest outboard in America—the Johnson Javelin. Your boat deserves the best—choose the exclusive new Javelin—it's in a class by itself!

*ALL Johnson Sea-Horses are QUIET*








*Instant push-button electric starting*

*Personal monograms or initial letters are available for the Javelin at your Johnson dealer.*

Equipped with manual throttle control.
Steering handle available as an accessory.

**THIRTY HORSEPOWER** • Instant electric starting • Full-range silencing, with vibration-free Suspension Drive and complete rubber cushion mounting system • New Automatic Fuel-Saver at cruising speeds • New styling, with drop-front panel and concealed controls • Full gear-shift • New tilting handle • Up-and-Off motor hood • New hotter-spark magneto • New electric starter • New adjustable idling stop on throttle • New carrying handle • Sealed-in powerhead • Completely fitted for Ship-Master Remote Control • Six-gallon Mile-Master Fuel System included with motor.

p. 3



Johnson

# sea-horse 30 ELECTRIC STARTING

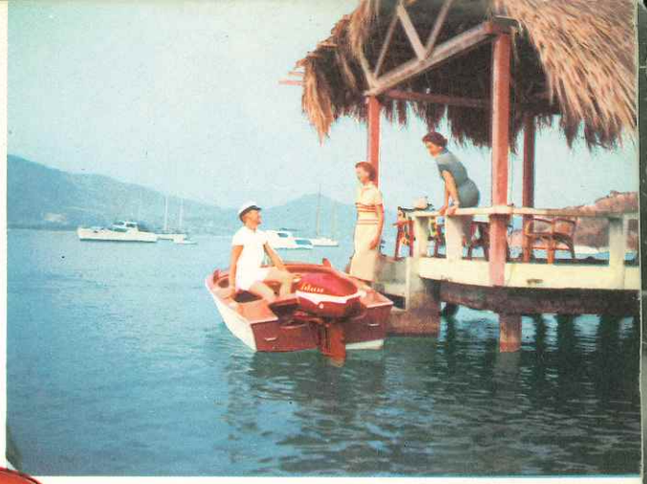
## MORE POWER, MORE CONVENIENCE AND MORE PERFORMANCE



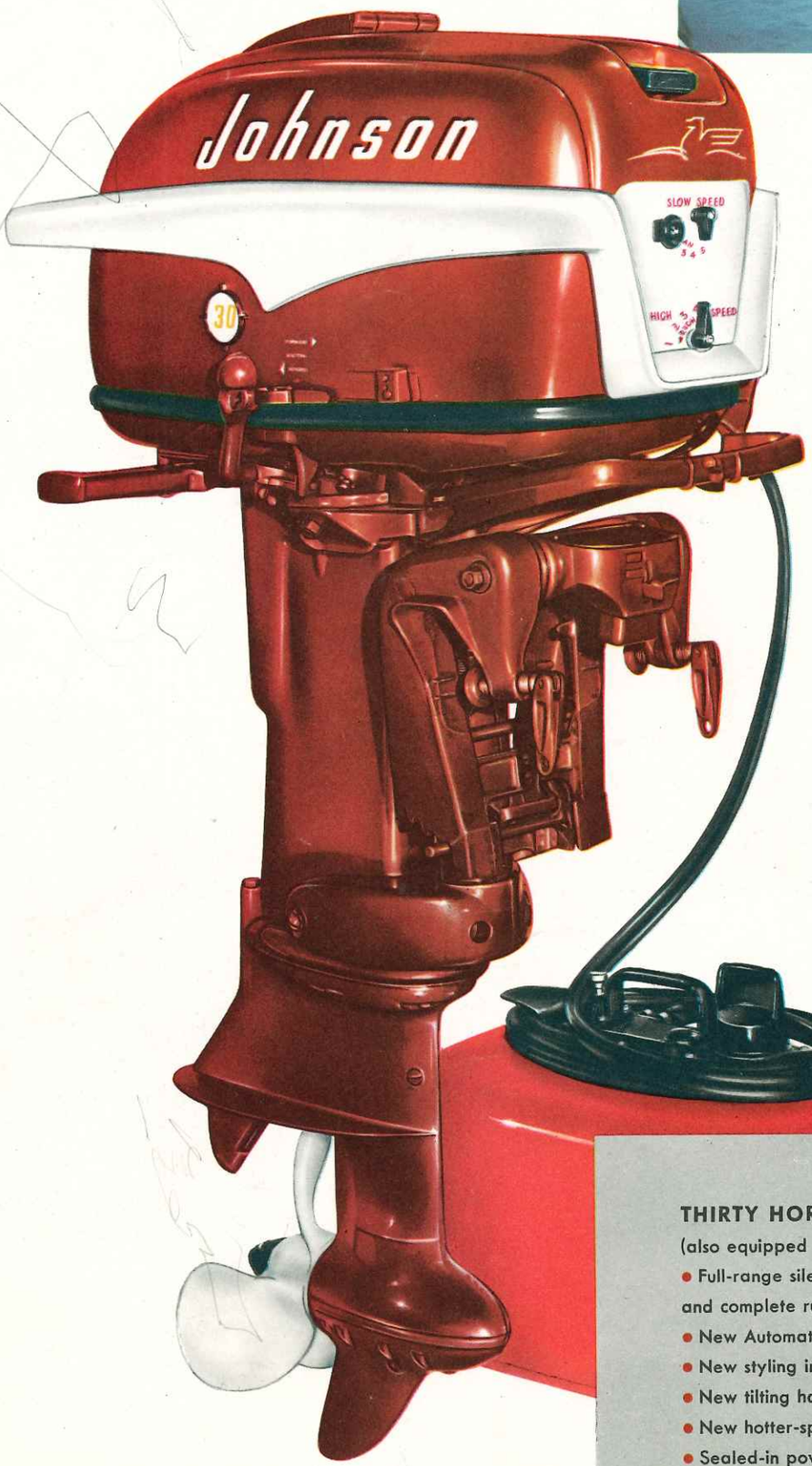
Relax with Electric Starting . . . thrill to the response of leaping 30 horsepower acceleration . . . for this is the rugged, newly-styled Sea-Horse 30 . . . an ideal motor for top performance on heavy outboard cruisers, day-cruisers, medium and large runabouts, in single or twin combination. It has a real load-carrying capacity, yet is economical, quiet and vibration free—a motor that responds to your command simply at the touch of the starter button.

*ALL Johnson Sea-Horses are QUIET*

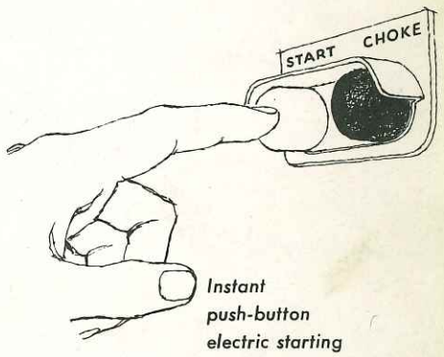
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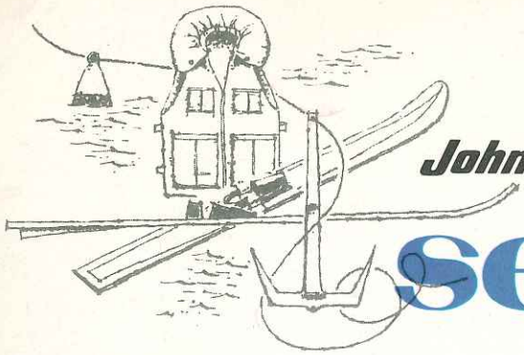

Equipped with manual throttle control.
Steering handle available as an accessory.




*Instant push-button electric starting*

**THIRTY HORSEPOWER** • Instant electric starting (also equipped for manual starting)

- Full-range silencing with vibration-free Suspension Drive and complete rubber cushion mounting system
- New Automatic Fuel-Saver at cruising speeds
- New styling in Holiday Bronze • Full gear-shift
- New tilting handle • Up-and-Off motor hood
- New hotter-spark magneto • New carrying handle
- Sealed-in powerhead
- Completely fitted for Ship-Master Remote Control
- Six-gallon Mile-Master Fuel System included with motor.



Johnson

# sea-horse 30 MANUAL STARTING

## RUGGED, DEPENDABLE AND PACKED FOR ACTION

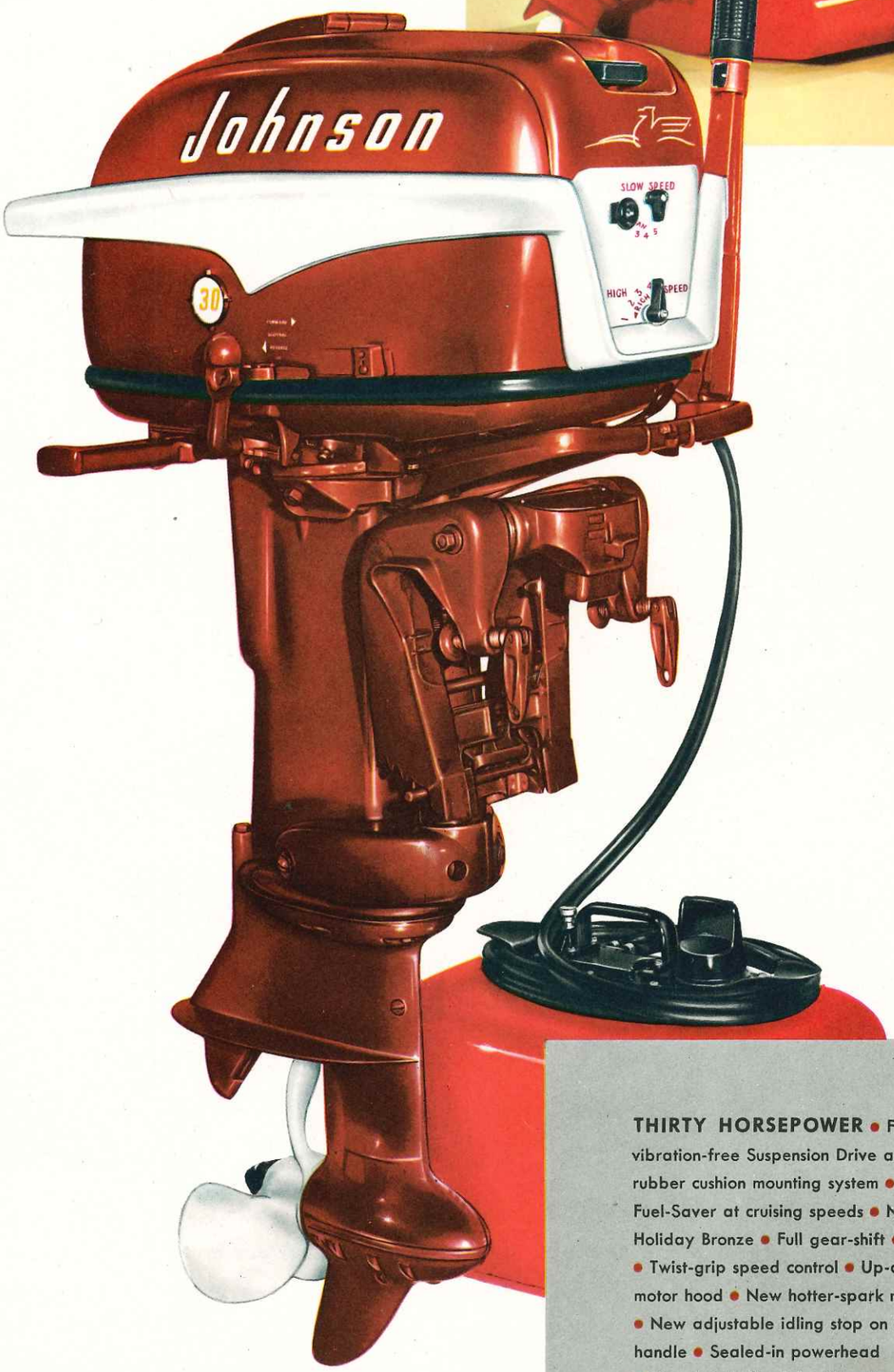



Sharp acceleration, brawny pulling power and smooth, dependable performance make this great new Sea-Horse 30 the choice motor for every outboard task. New high-speed action for runabouts; new thrills in water skiing fun; new load-carrying ability for large outboard cruisers . . . all are yours in this husky new motor. For pleasure, or for tough commercial work, you can always depend on the new 30 to handle the job.

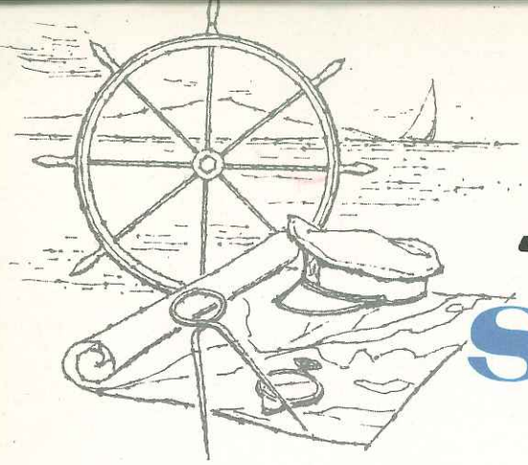
*ALL Johnson Sea-Horses are QUIET*






**THIRTY HORSEPOWER** • Full-Range silencing with vibration-free Suspension Drive and complete rubber cushion mounting system • New Automatic Fuel-Saver at cruising speeds • New styling in Holiday Bronze • Full gear-shift • New tilting handle • Twist-grip speed control • Up-and-Off motor hood • New hotter-spark magneto • New adjustable idling stop on throttle • New carrying handle • Sealed-in powerhead • Completely fitted for Ship-Master Remote Control • Six-gallon Mile-Master Fuel System included with motor.



Johnson

# sea-horse 15

SMOOTH POWER, QUIET POWER...AND ELECTRIC-STARTING, TOO




Sturdy, smooth and quiet is the new Sea-Horse 15, a versatile outboard with plenty of sprinting power when you need it. Designed for medium runabouts, utilities and the smaller day-cruisers, it's a great middle-range horsepower motor for the man who wants boat-planing power without getting into the largest outboard sizes. And, for 1956 . . . a completely new kind of *easier* starting, an improvement you've never known before in motors of this size. It simply means more pleasure, more comfort, for you and your family.

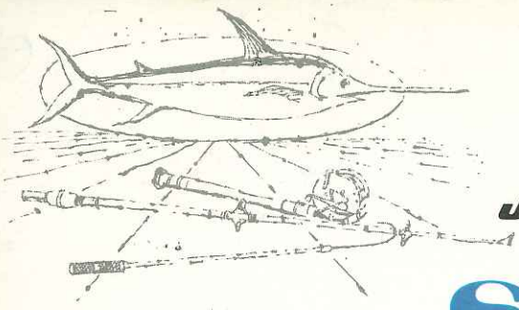
*ALL Johnson Sea-Horses are QUIET*








**FIFTEEN HORSEPOWER** • Two models—electric starting, or manual starting • Full-Range silencing with vibration-free Suspension Drive and complete rubber cushion mounting system • Styled in Holiday Bronze • New "Take-It-Easy" smoother starting • Full gear-shift • New tilting handle • Twist-grip speed control • Up-and-Off motor hood • Fitted for Ship-Master Remote Control • Sealed-in powerhead • Six-gallon Mile-Master Fuel System included with motor.



Johnson

# sea-horse 10

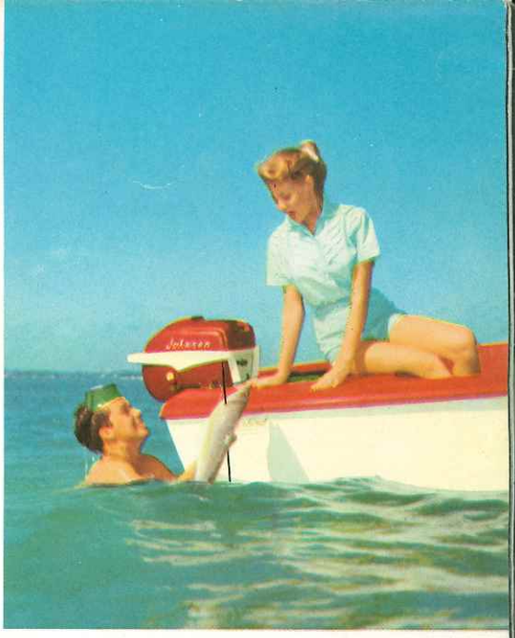
THE ALL-PURPOSE OUTBOARD OF ALL TIME




High-torque action and slow-slow trolling ability are featured in the newly-styled Sea-Horse 10, a great all-purpose fishing motor, and top choice among outboard men who know real value. All major big-motor features are included on the 10—plus, for 1956, the wonderful new Johnson BALANCED-PULL starter, with larger diameter oval starter pulley. This reduces the usual jerking action to a smooth pull that means easier, faster starting than ever before.

*ALL Johnson Sea-Horses are QUIET*

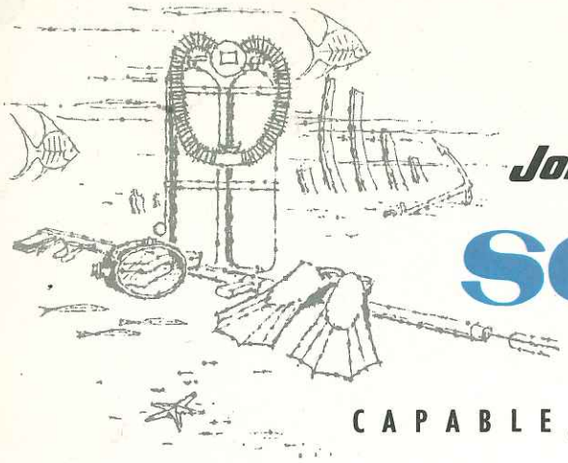









**TEN HORSEPOWER** • New styling in Holiday Bronze • New, "Take-It-Easy" smoother starting • Full-Range silencing with vibration-free Suspension Drive and complete rubber cushion mounting system • Full gear-shift • New tilting handle • New quiet gears • Twist-grip speed control • Up-and-Off motor hood • Fitted for Ship-Master Remote Control • Sealed-in powerhead • Six-gallon Mile-Master Fuel System included with motor.



Johnson

# sea-horse 7½

CAPABLE, QUIET AND ECONOMICAL



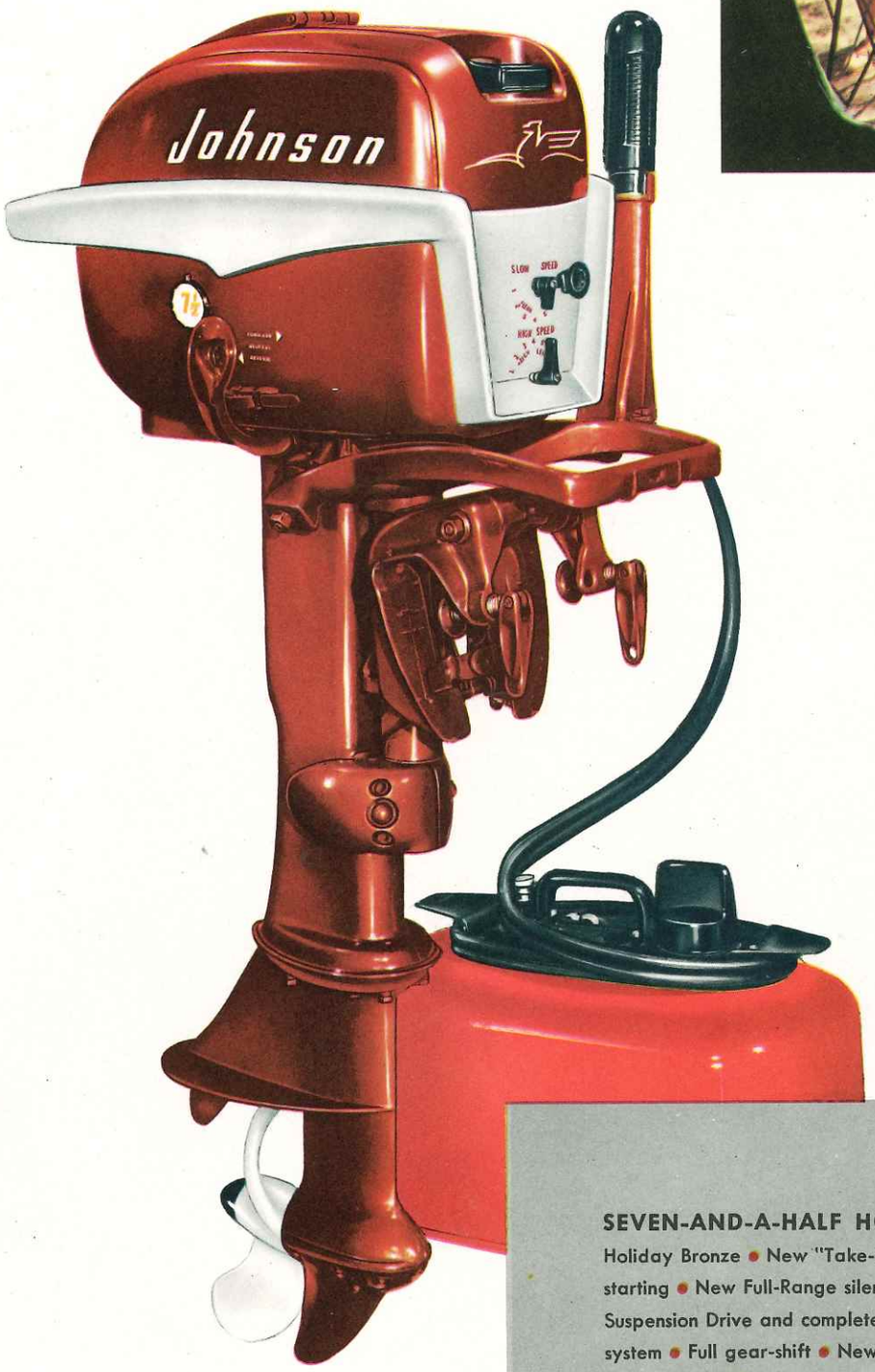

Step up to the bright new Sea-Horse 7½, when you want to drive light runabouts, utilities and average-size fishing boats at a really smart clip! It's an economical motor in the medium horsepower field, yet it combines many of the best big-motor advantages. And, in 1956, you'll know the pleasure of owning an outboard that *really* gives you smoother, easier starting. It's an ideal "starter" motor for the youngsters, too!

*ALL Johnson Sea-Horses are QUIET*









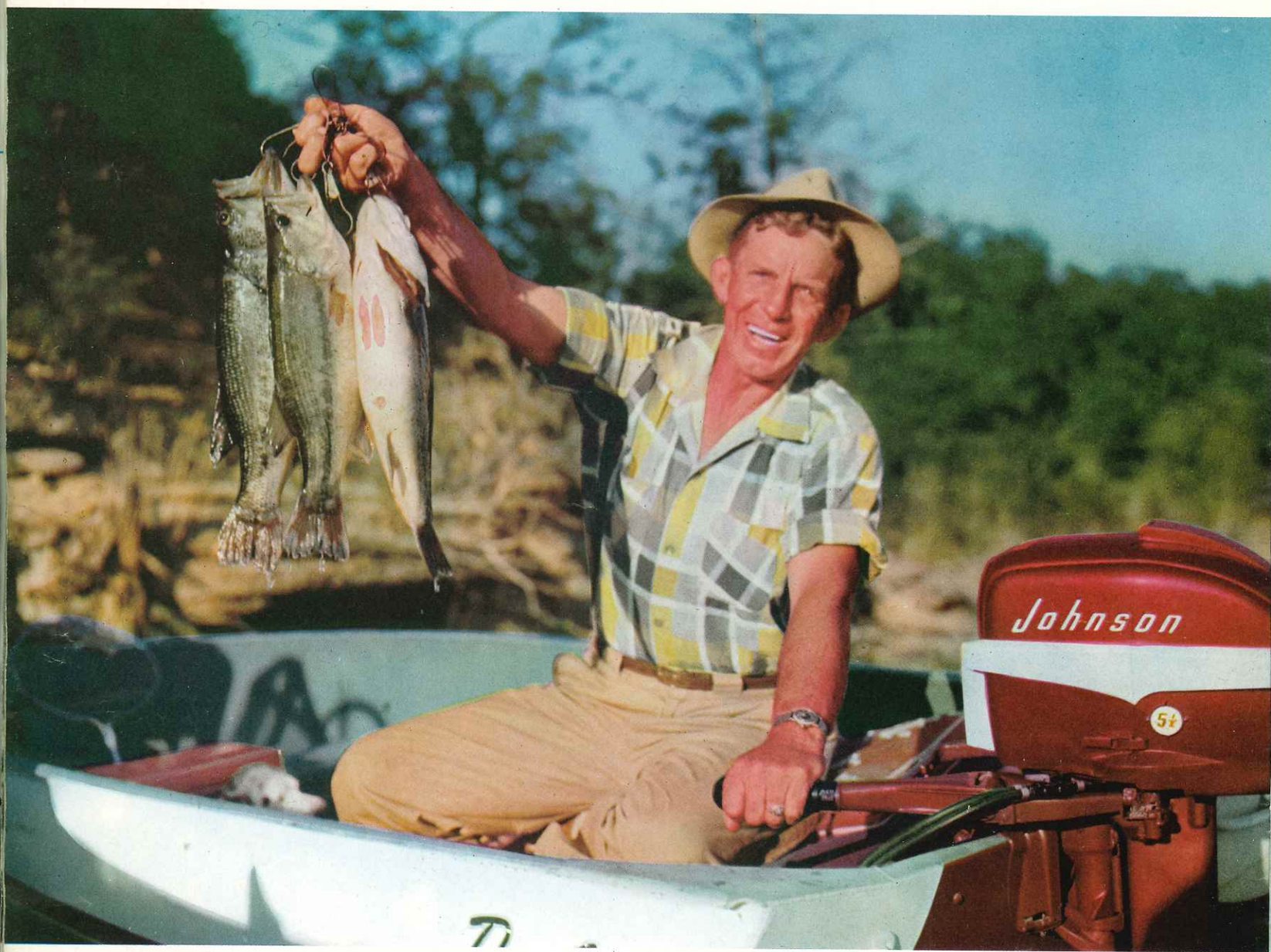

**SEVEN-AND-A-HALF HORSEPOWER** • Styled in Holiday Bronze • New "Take-It-Easy" smoother starting • New Full-Range silencing with vibration-free Suspension Drive and complete rubber cushion mounting system • Full gear-shift • New tilting handle • Twist-grip speed control • Up-and-Off motor hood • Sound-sealed hood • Sealed-in powerhead • Fitted for Ship-Master Remote Control • Weedless propeller • Four-and-a-quarter gallon Mile-Master Fuel System included with motor.



Johnson

# sea-horse 5½

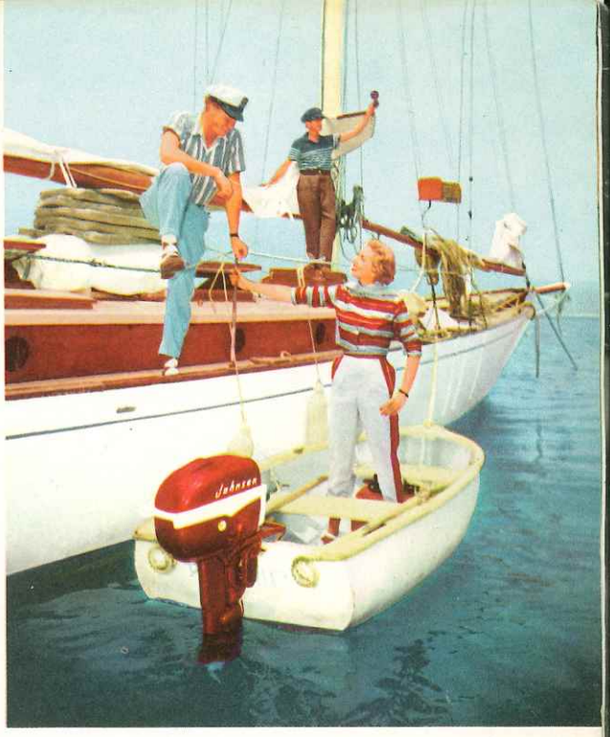
THE FINEST FISHING MOTOR EVER MADE




Reputations are *earned* when it comes to fishing motors, and the popular Sea-Horse 5½ has been a real joy to fishermen of every age, and the choice of resort owners everywhere. New and wonderful for 1956—easier, smoother starting than you've ever known before. It's easy to stow, easy to carry, easy to start, and it's mighty easy on the eyes. Amazingly quiet performance will add entirely new pleasure to your fishing hours.

*ALL Johnson Sea-Horses are QUIET*

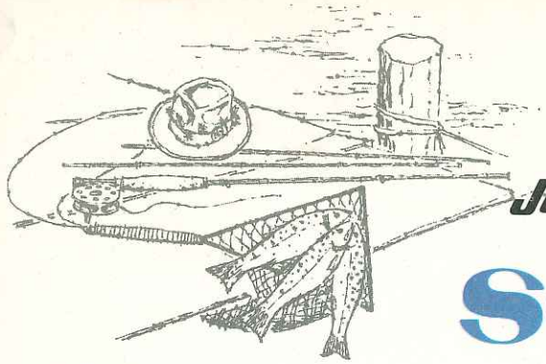









**FIVE-AND-A-HALF HORSEPOWER** • New styling in Holiday Bronze • New "Take-It-Easy" smoother starting • New Full-Range silencing with vibration-free Suspension Drive and complete rubber cushion mounting system • Full gear-shift • New tilting handle • Twist-grip speed control • Up-and-Off motor hood • Sound-sealed hood • Sealed-in powerhead • Fitted for Ship-Master Remote Control • Weedless propeller • Four-and-a-quarter gallon Mile-Master Fuel System included with motor.



Johnson

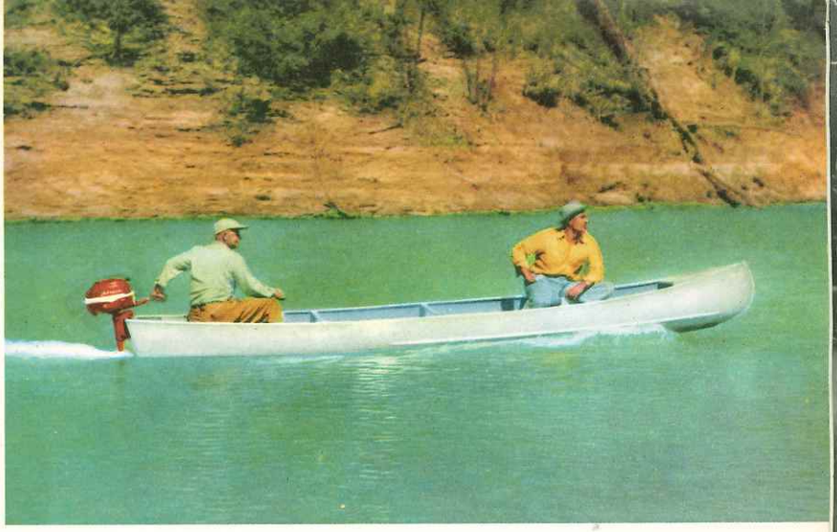
# sea-horse 3

## A DEPENDABLE LIGHTWEIGHT FAVORITE




Glide right through weeds, shallows and underwater obstructions that would defeat the ordinary outboard motor! The famous Sea-Horse 3 and its patented Angle-Matic Drive will take you through any water that'll float a boat. Bright new modern styling, and wonderful new easy starting have been added for 1956. Rugged, dependable and simple to operate, this 32-pound Sea-Horse is undisputed king of the lightweights!

*ALL Johnson Sea-Horses are QUIET*



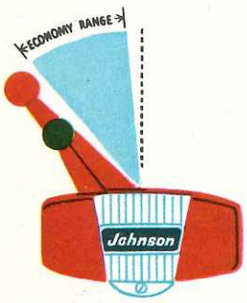




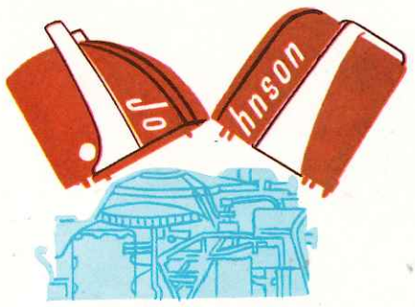

**THREE HORSEPOWER** • New styling in Holiday Bronze • New "Take-It-Easy" smoother starting • Patented Angle-Matic Drive • Quiet gears • New tilting handle • Air intake silencer • Smooth, quiet acceleration • Full-pivot reverse • Weedless propeller • Weighs only 32 pounds • Rugged construction.



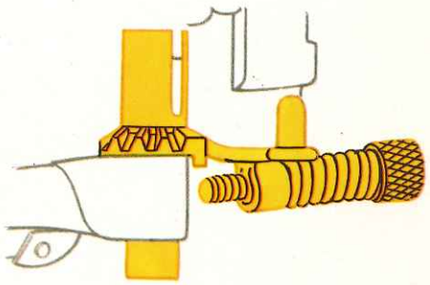
# Johnson




**SAVE GASOLINE IN '56**—NEW . . . an Automatic Fuel Saver on all 30 h.p. Sea-horses cuts down fuel consumption in the range of speeds between half and full throttle. Degree of gas savings depends upon boat performance in this "cruising range." Simply: if your boat planes at speeds below full throttle, you will save gas automatically now.

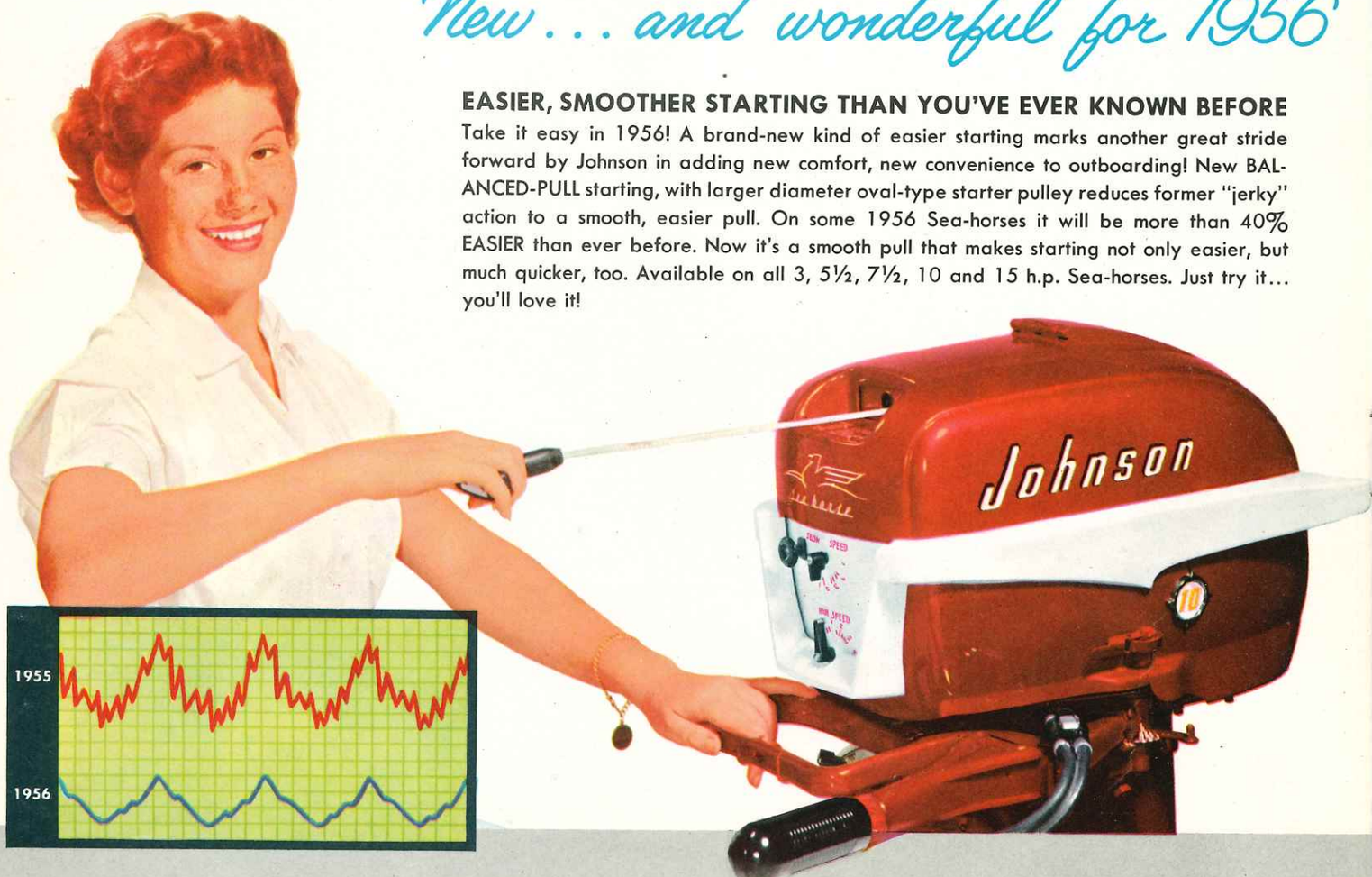



**HAS NO EQUAL**—The Sea-horse Up-and-Off Motor Hood has no convenience equal to it in the outboard motor field. *No other* outboard motor can provide such *complete* accessibility to spark plugs. On 5½, 7½, 10, 15 and all 30 h.p. models. No screws, no bolts, no tools needed. Just snap two releases, and your hood is up . . . and off in a couple of seconds! Works perfectly with twin motors, too!



**IDLING PROBLEMS?**—NEW . . . Idle-easy with the new adjustable idle stop device on all 30 h.p. Sea-horses. This is a knurled pin attached to the throttle lever, which, when set, prevents accidentally stalling your engine while idling. Particularly valuable when maneuvering in dock areas, and for use with twin motors.

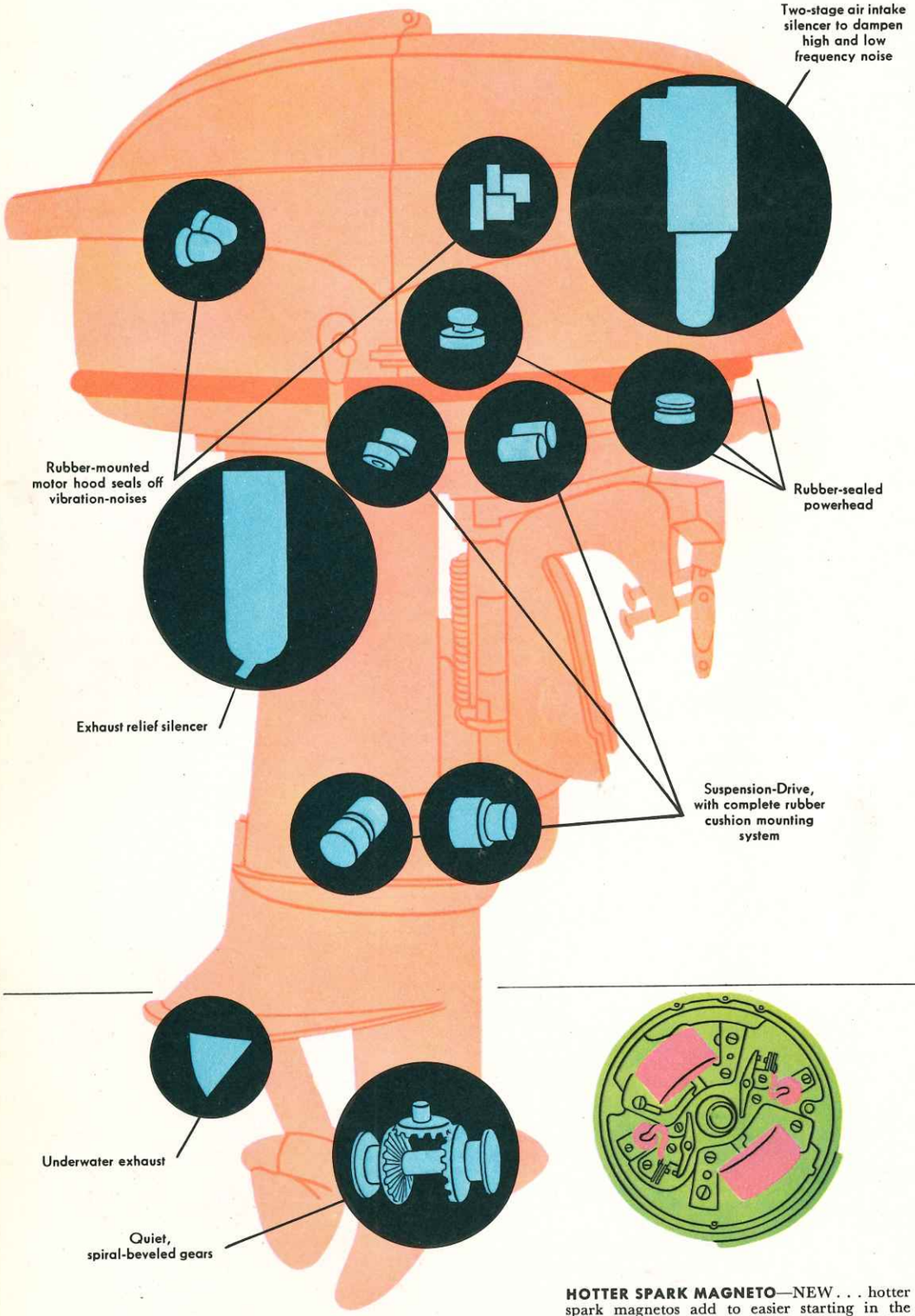
## *New . . . and wonderful for 1956*




### EASIER, SMOOTHER STARTING THAN YOU'VE EVER KNOWN BEFORE

Take it easy in 1956! A brand-new kind of easier starting marks another great stride forward by Johnson in adding new comfort, new convenience to outboarding! New BALANCED-PULL starting, with larger diameter oval-type starter pulley reduces former "jerky" action to a smooth, easier pull. On some 1956 Sea-horses it will be more than 40% EASIER than ever before. Now it's a smooth pull that makes starting not only easier, but much quicker, too. Available on all 3, 5½, 7½, 10 and 15 h.p. Sea-horses. Just try it... you'll love it!

# ONE FAMOUS NAME—NINE FAMOUS MOTORS—ALWAYS DEPENDABLE





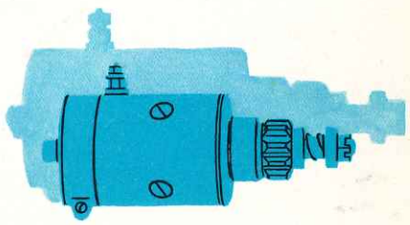

**CORROSION PROTECTION FOR LONGER LIFE**
All Sea-horses are scientifically guarded against corrosive elements in fresh and salt water. Special aluminum alloys, anodizing, chemical coatings, baked varnish, stainless steel, nylon, special waterproof coating compounds and rust-inhibiting oils are all used to provide maximum protection for your Sea-horse. Water-passages and critical parts are given extra attention and tests show positively that there is no longer any need to flush your motors after salt-water use.




**REMOTE CONTROL FOR EASIER OUTBOARDING**
—Johnson-engineered Ship-Master Remote Control adds a world of pleasure to your hours with your Sea-horse motor. Gear shift and throttle control right at your fingertips . . . or anywhere in the boat you'll need it! Tough, corrosion-resistant, and it's designed for your motor. Available also as a dual-control for convenient twin-motor operation.



**HOTTER SPARK MAGNETO**—NEW . . . hotter spark magnetos add to easier starting in the larger motors. All models have the famous Hi-Power waterproof magneto . . . all sealed and protected. Coils, high tension leads and spark plugs are shielded, and automotive-type breaker points are used also.



**BETTER ELECTRIC STARTING**—All electric-starting Sea-horses will now have a smaller and better starting motor of an entirely new design. It will spin the motor faster, meaning quicker starts. It is more compact and weighs four pounds less than the 1955 model.

# quality control assures Johnson DEPENDability

Quality control is not just an "expression" that manufacturers use. It can become a way of life in building almost anything . . . particularly in making a precision piece of machinery. At Johnson it is a way of life that began years ago, and has helped carry this company to the top of its field. It is machines . . . It is hands . . . It is the investment of dollars in plant equipment . . . It is research . . . It is all these things. But, above all, it is the teamwork of hands, brains and machines. This teamwork makes quality control a *goal* that is sought every day, on every shift, at Johnson Motors.

## These are a few of the special machines used at Johnson to help keep quality control a daily reality:



**QUANTOMETER**
All metals are thoroughly checked for correct composition in order to assure proper strength and finish of parts used in motors. A completely equipped metallurgical laboratory also maintains a constant check and control on the quality of all raw materials used.



**X-RAY**
Critical die-castings, such as pistons, rods and cylinders, are regularly X-rayed to locate any deeply-hidden structural weaknesses.



**GEAR-NOISE TESTER**
Now that quiet motors are a "must" at Johnson, the noise level of gears is carefully checked before they are assembled in a completed Sea-horse.



**ULTRASONIC WAVE CLEANER**
Electricity is converted to ultrasonic sound waves . . . vibration then completely removes stubborn dirt and grease from hard-to-reach motor areas.

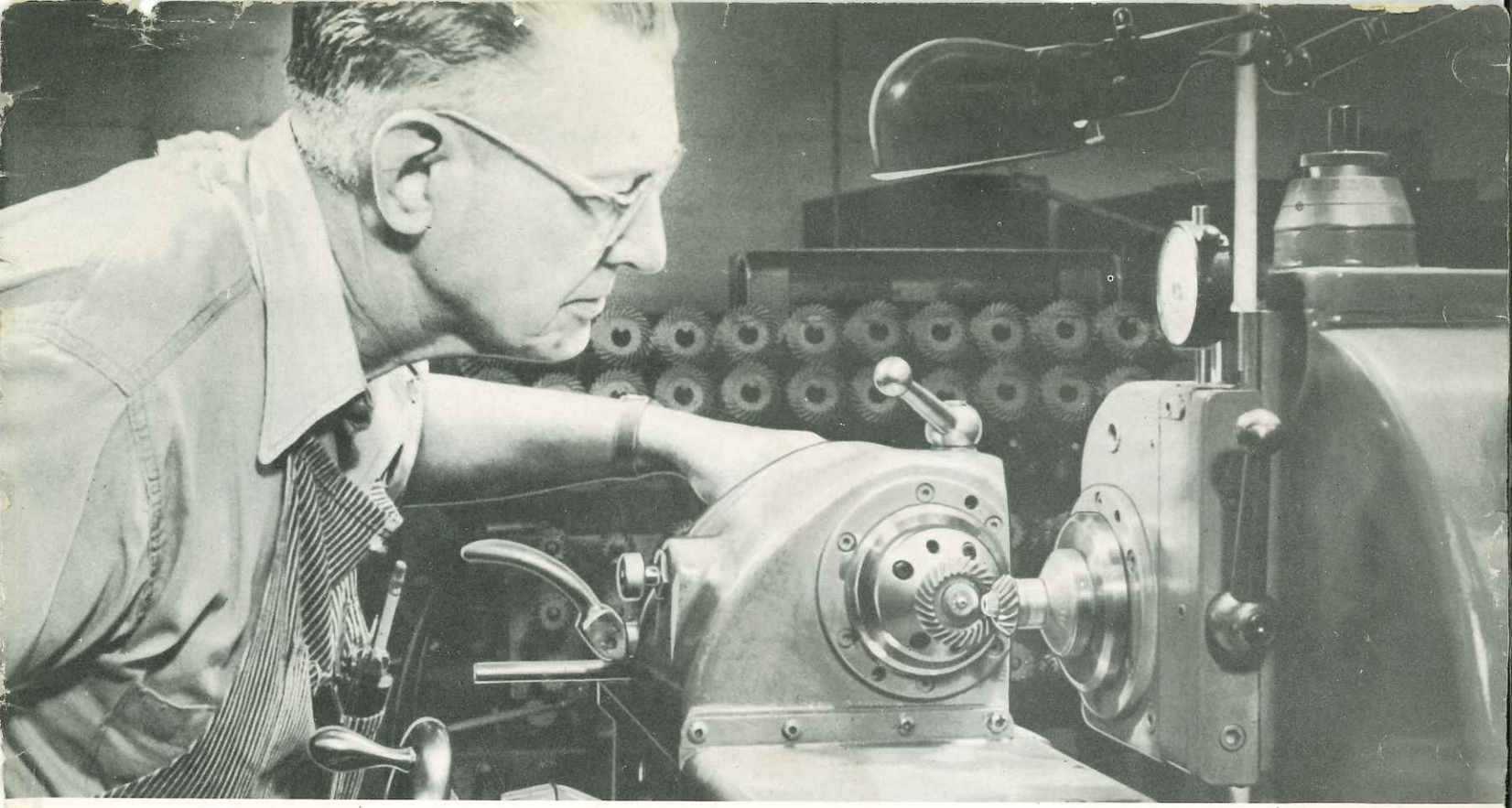


**SURFINDICATOR**
This machine keeps a constant watch to assure proper surface finishes for parts that must be absolutely smooth, such as cylinder bores and pistons.



**TESTING**
Johnson Sea-horses are given a thorough tank-running test before being packed for shipment. In addition, a systematic percentage of each day's factory production is taken from the assembly line and operated under actual running conditions for a two-hour period. These motors are then disassembled and inspected against rigid quality specifications.

| | JAVELIN 30 | SEA-HORSE *Electric Starting* 30 | SEA-HORSE *Manual Starting* 30 | SEA-HORSE *Electric Starting* 15 |
|---|---|---|---|---|
| SILENCING METHODS | Suspension Drive, 2-Stage Intake Silencer, Sound-Sealed Hood, Sealed-in Power Head, Underwater Exhaust, Exhaust Relief Silencer, Quiet Gears. | Suspension Drive, 2-Stage Intake Silencer, Sound-Sealed Hood, Sealed-in Powerhead, Underwater exhaust, Exhaust Relief Silencer, Quiet Gears. | Suspension Drive, 2-Stage Intake Silencer, Sound-Sealed Hood, Sealed-In Powerhead, Underwater Exhaust, Exhaust Relief Silencer, Quiet Gears. | Suspension Drive, Intake Silencer, Underwater Exhaust, Sound Sealed Hood, Sealed-In Powerhead, Exhaust Relief Silencer, Quiet Gears. |
| BORE & STROKE | Bore, 2⅞"; Stroke, 2¾" | Bore 2⅞"; Stroke, 2¾" | Bore, 2⅞"; Stroke 2¾" | Bore, 2⅜"; Stroke, 2¼" |
| PISTON DISPLACEMENT | 35.7 cu. in. | 35.7 cu. in. | 35.7 cu. in. | 19.94 cu. in. |
| GEAR RATIO | .572 | .572 | .572 | .572 |
| MOTOR REVOLUTIONS | 4000-5000 RPM | 4000-5000 RPM | 4000-5000 RPM | 4000-5000 RPM |
| FUEL CAPACITY | Separate 6 gallon Mile-Master System | Separate 6 gallon Mile-Master System | Separate 6 gallon Mile-Master System | Separate 6 gallon Mile-Master System |
| DRIVE | Gear Shift—Neutral-Fwd.-Rev. | Gear Shift—Neutral-Fwd.-Rev. | Gear Shift—Neutral-Fwd.-Rev. | Gear Shift—Neutral-Fwd.-Rev. |
| REMOTE CONTROL FITTINGS | Yes | Yes | Yes | Yes |
| SPEED CONTROL | Remote Control (or Manual Throttle) | Remote Control (or Manual Throttle) | Twist-Grip Control | Twist-Grip Control |
| SPEED RANGE AVERAGE | Slow trolling to over 30 MPH | Slow trolling to over 30 MPH | Slow trolling to over 30 MPH | Slow trolling to over 25 MPH |
| WEIGHT | 128 lbs. (Long model, 130 lbs.) Mile-Master Fuel Tank, 13 lbs. | 126 lbs. (Long model, 128 lbs.) Mile-Master Fuel Tank, 13 lbs. | 112 lbs. (Long model 114 lbs.) Mile-Master Fuel Tank, 13 lbs. | 88.5 lbs. (Long model 90 lbs.) Mile-Master Fuel Tank, 13 lbs. |
| LENGTH | 48" (Long model, 53") | 48" (Long model 53") | 48" (Long model, 53") | 44½" (Long model 49½") |
| WIDTH | 13½" | 13½" | 13½" | 12¼" |
| STERN HEIGHT | 15" (Long model 20") | 15" (Long model 20") | 15" (Long model, 20") | 15" (Long model 20") |
| PROPELLER | 3-blade rubber-floated alum., 10⅜" dia., 12½" pitch | 3-blade rubber-floated alum., 10⅜" dia., 12½" pitch | 3-blade rubber-floated alum., 10⅜" dia., 12½" pitch | 3-blade rubber-floated alum. 9" dia., 11" pitch |
| BRAKE H.P. CERTIFIED BY O.B.C. | 30 horsepower | 30 horsepower | 30 horsepower | 15 horsepower |



Human hands, human experience and pride are major factors in Johnson dependability. At Johnson Motors there are 236 highly skilled men who have worked for the company over 15 years for a combined total of 5,141 years of experience. 912 more men have worked for more than 5 years, and their experience totals 11,550 years of outboard motor building skill. Pride of workmanship through the years is a tangible part of every motor Johnson builds today.

| SEA-HORSE *Manual Starting* 15 | SEA-HORSE 10 | SEA-HORSE 7½ | SEA-HORSE 5½ | SEA-HORSE 3 |
|---|---|---|---|---|
| Suspension Drive, Intake Silencer, Underwater Exhaust, Sound-Sealed Hood, Sealed-In Powerhead, Exhaust Relief Silencer, Quiet Gears. | Suspension Drive, Intake Silencer, Sound-Sealed Hood, Underwater Exhaust, Exhaust Relief Silencer, Sealed-In Powerhead, Quiet Gears. | Suspension Drive, Intake Silencer, Sound-Sealed Hood, Underwater Exhaust, Exhaust Relief Silencer, Quiet Gears, Sealed-In Powerhead. | Suspension Drive, Intake Silencer, Sound-Sealed Hood, Underwater Exhaust, Exhaust Relief Silencer, Quiet Gears, Sealed-In Powerhead. | Intake Silencer, Underwater Exhaust, Partial Exhaust Relief Silencer, Quiet Gears. |
| Bore, 2⅜"; Stroke, 2¼" | Bore, 2⅜"; Stroke, 1⅞" | Bore, 2⅛"; Stroke, 1¾" | Bore, 1 15/16"; Stroke, 1½" | Bore, 1 9/16"; Stroke, 1⅜" |
| 19.94 cu. in. | 16.6 cu. in. | 12.4 cu. in. | 8.84 cu. in. | 5.28 cu. in. |
| .572 | .578 | .578 | .578 | .609 |
| 4000-5000 RPM | 4000-5000 RPM | 3500-4500 RPM | 3500-4500 RPM | 3500-4500 RPM |
| parate 6 gallon le-Master System | Separate 6 gallon Mile-Master System | Separate 4¼ gallon Mile-Master System | Separate 4¼ gallon Mile-Master System | 4.88 pints |
| ar Shift—Neutral-Fwd.-Rev. | Gear Shift—Neutral-Fwd.-Rev. | Gear Shift—Neutral-Fwd.-Rev. | Gear Shift—Neutral-Fwd.-Rev. | Full Pivot Reverse |
| Yes | Yes | Yes | Yes | No |
| Twist-Grip Control | Twist-Grip Control | Twist-Grip Control | Twist-Grip Control | Single Lever Control |
| Slow trolling to over 25 MPH | Slow trolling to over 20 MPH | Slow trolling to over 17 MPH | Slow trolling to over 12 MPH | Slow trolling to over 8½ MPH |
| 75 lbs. (Long model 76.5 lbs.) Mile-Master Fuel Tank, 13 lbs. | 70.5 lbs. (Long model 72 lbs.) Mile-Master Fuel Tank, 13 lbs. | 56 lbs. (Long model 57 lbs.) Mile-Master Fuel Tank, 10 lbs. | 51 lbs. (Long model 52 lbs.) Mile-Master Fuel Tank, 10 lbs. | 32 lbs. (Long model 32½ lbs.) |
| 44½" (Long model 49½") | 43" (Long model 48") | 41" (Long model, 46") | 40" (Long model 45") | 37" (Long model 42") |
| 12¼" | 11¾" | 10¾" | 11" | 9⅞" |
| 15" (Long model, 20") | 15" (Long model 20") | 15" (Long model 20") | 15" (Long Model 20") | 15" (Long model 20") |
| 3-blade rubber-floated alum., 9" dia., 11" pitch | 3-blade rubber-floated alum., 9" dia., 8" pitch | 2-blade alum. brass bushed. 8" dia., 8½" pitch. Weedless design | 2-blade alum. brass bushed, 8" dia., 7¼" pitch. Weedless design | 2-blade alum. brass bushed. 6⅛" Dia., 6¼" pitch. Weedless design |
| 15 horsepower | 10 horsepower | 7½ horsepower | 5½ horsepower | 3 horsepower |

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